## REMARKS

In the Office action, claims 1-5, 8-13, 16-47 and 50-52 were rejected as being unpatentable over a number of patents, and claims 6, 7, 14, 15, 44, 48 and 49 were objected to but indicated as allowable if rewritten in independent form.

By way of the foregoing amendments claims 53-58 have been added, and claims 2, 6, 15, 20-25, 44, 47 and 48 have been cancelled without prejudice. Accordingly, claims 1, 3-5, 7-14, 16-19, 26-43, 45, 46 and 49-58 are pending in the above identified patent application and claims 1, 3-5, 7-14, 16-19, 26-43, 46 and 49-58 are at issue. Of the claims at issue, claims 1, 10, 14, 26, 45, 49, 53 and 56 are independent. In view of the foregoing amendments and the following remarks, reconsideration of the application is respectfully requested.

As an initial matter, the applicants note that Office action indicates that it is responsive to a communication filed on January 27, 2003. However, neither the applicants nor their attorney of record is aware of any such communication filed on this date. Accordingly, the applicants respectfully request clarification regarding the communication filed on January 27, 2003, if any.

Independent claim 1 has been amended to include the limitations of cancelled claims 2 and 6. The applicants respectfully submit that because cancelled claim 6 was indicated as allowable in the Office action, independent claim 1, and claims 3-5 and 7-9 dependent thereon, are now in condition for allowance.

Independent claim 10 has been amended to include the limitations of cancelled claim 15. Because claim 15 was indicated as allowable in the Office action, independent claim 10, and claims 11-14 and 16-19 dependent thereon, are now in condition for allowance.

Claim 14 has been rewritten in independent form and, thus, is also in condition for allowance.

Independent claim 26 has been amended to include the limitations of cancelled claim 44. Because claim 44 was indicated as allowable in the Office action, independent claim 26 and claims 27-43 dependent thereon are now in condition for allowance.

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Independent claim 45 has been amended to include the limitations of cancelled claim 48. Because claim 48 was indicated as allowable, independent claim 45 and claims 46, 47 and 50-52 dependent thereon are now in condition for allowance.
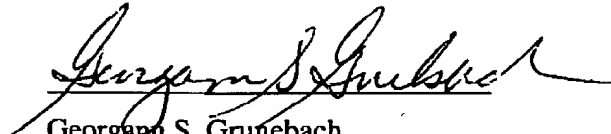
Claim 49 has been rewritten in independent form and, thus, is also in condition for allowance.

As a final matter, the applicants have submitted new claims 53-58 for consideration in this application. The art of record fails to disclose or suggest the combinations recited in these claims. Accordingly, claims 53-58 are also in condition for allowance.

Reconsideration of the application and allowance thereof are respectfully requested. If there is any matter that the examiner would like to discuss, the examiner is invited to contact the undersigned representative at the telephone number set forth below.

Respectfully submitted,

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## VERSION WITH MARKINGS SHOWING CHANGES MADE

In the Specification:

Please replace the paragraph at page 5, lines 24-28 with the following rewritten paragraph.

--Receiver stations 34 receive and process the signals transmitted by satellite 32. Receiver stations 34 include hardware and software for separating the electronic program guide data and advertising data from the received signals, and processing both the electronic program guide data and the advertising data. Receiver stations 34 are described in further detail below with respect to [FIG. 4] FIG. 3.--

In the Claims:

Please amend claims 1, 3-5, 7-14, 16-19, 26, 45, 49 and 52 as follows.

1. (Currently Amended) A method for receiving and displaying advertisements transmitted through a communication link, the method comprising:

receiving program guide data from the communication link that includes first characterizing information associated with each of a plurality of television programs;

receiving advertising data from the communication link that includes a plurality of advertisements and second characterizing information associated with each of the plurality of advertisements;

storing the program guide data and advertising data in a memory;

maintaining a selection history in the memory that includes a portion of the first characterizing information which is associated with ones of the plurality of television programs selected by a user; and

displaying a set of the plurality of advertisements based on a comparison between the second characterizing information and the selection history by calculating a similarity score for each of the plurality of advertisements and selecting the set of the plurality of advertisements based on the similarity scores, wherein calculating the similarity score for each of the plurality of advertisements includes comparing a list of common attributes from the selection history to the second characterizing information and calculating the result of a predetermined arithmetic expression based on the comparison of the list of common attributes to the second characterizing information.

3. (Currently Amended) The method of claim [2] 1, wherein [the step of] selecting the set of the plurality of advertisements based on the similarity scores includes [the step of] selecting advertisements from the plurality of advertisements having similarity scores greater than a predetermined threshold score.

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4. (Currently Amended) The method of claim [2] 1, wherein [the step of] selecting the set of the plurality of advertisements based on the similarity scores includes [the step of] selecting advertisements from the plurality of advertisements based on comparisons between the similarity scores.

5. (Currently Amended) The method of claim [2] 1, wherein [the step of] displaying the set of the plurality of advertisements based on the comparison between the second characterizing information and the selection history includes [the step of] adjusting display parameters for each advertisement within the set of the plurality of advertisements based on the similarity scores.

7. (Currently Amended) The method of claim [6] 1, wherein [the step of] calculating the result of the predetermined arithmetic expression includes the steps of determining a set of common information between the list of common attributes and attributes within the second characterizing information and calculating a weighted summation based on the set of common information.

8. (Currently Amended) The method of claim 1, wherein [the step of] maintaining a selection history includes [the steps of] identifying the user from a plurality of users and associating the portion of the first characterizing information with the user.

9. (Currently Amended) The method of claim 1, wherein [the step of] maintaining a selection history in the memory includes [the step of] storing information associated with television programs that are displayed for a predetermined range of time.

10. (Currently Amended) A method for broadcasting and displaying advertisements comprising:

transmitting program guide data and advertising data, wherein the program guide data includes program information that characterizes each of a plurality of television programs and wherein the advertising data includes a plurality of advertisements and advertisement information that characterizes each of the plurality of advertisements;

receiving the program guide data and advertising data;

storing the advertising data and program guide data in a memory;

maintaining a selection history that includes program information associated with television programs selected by a user;

calculating a similarity score for each of the plurality of advertisements received based on a comparison between attributes associated with each of the plurality of advertisements and attributes associated with the selection history, wherein calculating the similarity score for each of the advertisements includes compiling a list of attributes common among the attributes stored in the selection history and counting the attributes associated with each of the plurality of advertisements that are also in the list of attributes common among the attributes stored in the selection history; and

displaying a set of advertisements from the plurality of advertisements based on the similarity scores.


11. (Currently Amended) The method of claim 10, wherein [the step of] displaying the set of advertisements from the plurality of advertisements includes the step of repeating the display of an advertisement from the set of advertisements at a frequency based on the similarity score of the advertisement.

12. (Currently Amended) The method of claim 10, wherein [the step of] displaying the set of advertisements from the plurality of advertisements based on the similarity scores includes [the step of] prioritizing the advertisements within the set of advertisements for display based on the similarity scores of the advertisements within the set of advertisements and displaying the advertisements within the set of advertisements in order of priority.

13. (Currently Amended) The method of claim 10, wherein [the step of] displaying the set of advertisements from the plurality of advertisements based on the similarity scores includes [the step of] displaying advertisements having a similarity score greater than a predetermined threshold similarity score.

14. (Currently Amended) [The method of claim 10] <u>A method for broadcasting and displaying advertisements comprising:</u>

<u>transmitting program guide data and advertising data, wherein the program guide data includes program information that characterizes each of a plurality of television programs and wherein the advertising data includes a plurality of advertisements and advertisement information that characterizes each of the plurality of advertisements;</u>

<u>receiving the program guide data and advertising data;</u>

<u>maintaining a selection history that includes program information associated with television programs selected by a user;</u>

<u>calculating a similarity score for each of the plurality of advertisements received based on a comparison between attributes associated with each of the plurality of advertisements and attributes associated with the selection history;</u>

<u>storing the advertising data and program guide data in a memory,</u> wherein [the step of] storing advertising data includes [the steps of] storing advertisements having a similarity score greater than a predetermined threshold similarity score and discarding advertisements having a similarity score less than or equal to the predetermined threshold similarity score<u>;</u> <u>and</u>

<u>displaying a set of advertisements from the plurality of advertisements based on the similarity scores.</u>

16. (Currently Amended) The method of claim 10, wherein [the step of] storing the advertising data in the memory includes [the step of] determining if each of the plurality advertisements received has a similarity score greater than an advertisement from the set of advertisements.

17. (Currently Amended) The method of claim 10, wherein [the step of ] storing the advertising data in the memory includes [the step of] determining if the memory has sufficient space to store each of the plurality of advertisements.

18. (Currently Amended) The method of claim 10, wherein [the step of] storing advertising data includes [the step of] storing an advertisement beyond a display lifetime associated with the advertisement when the advertisement has a similarity score greater than a predetermined threshold similarity score.

19. (Currently Amended) The method of claim 10, wherein [the step of] displaying the set of advertisements from the plurality of advertisements includes [the steps of] selecting advertisement images associated with each of the plurality of advertisements based on the similarity scores for each of the plurality of advertisements and displaying the selected advertisement images.

26. (Currently Amended) A system for use in displaying advertisements within an electronic program guide, the system comprising:

a transmitter that broadcasts a plurality of advertisements having a set of advertisement attributes and a plurality of television programs having a set of program attributes;

a receiver that receives and separates the plurality of advertisements from the plurality of television programs;

a memory coupled to the receiver that stores the plurality of advertisements and the set of advertisement attributes;

a controller coupled to the receiver and the memory that stores the set of program attributes in a selection history table in the memory and that identifies a first advertisement based on a correlation between the set of program attributes stored in the selection history table and the advertisement attributes associated with the first advertisement, and wherein the controller stores statistical information in the memory and the statistical information represents the number of times that advertisements are displayed;

a central processing station that receives and processes the statistical information; and

a display that displays the first advertisement within the electronic program guide.

45. (Currently Amended) A system for receiving and displaying advertisements in an electronic program guide, the system comprising:

a receiver for receiving a plurality of advertisements having advertisement attributes and a plurality of television programs having program attributes;

a memory coupled to the receiver for storing the plurality of advertisements;

a controller coupled to the receiver and the memory that is adapted to store program attributes associated with ones of the plurality of the received television programs selected by a user in a selection history table, wherein the controller is further adapted to calculate a similarity score for each of the received plurality of advertisements based on a correlation between the program attributes in the selection history table and the advertisement attributes of each of the plurality of advertisements received and wherein the controller is further adapted to determine whether the memory has available storage space for each of the plurality of advertisements upon receipt and to store a predetermined maximum number of advertisements in the memory so that when the number of advertisements within the plurality of advertisements exceeds the predetermined maximum number of advertisements, the controller stores advertisements from the plurality of advertisements having the highest similarity scores; and

a display screen for displaying in the program guide a set of the plurality of advertisements based on the similarity scores.

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49. (Currently Amended) [The system of claim 45] <u>A system for receiving and displaying advertisements in an electronic program guide, the system comprising:</u>

<u>a receiver for receiving a plurality of advertisements having advertisement attributes and a plurality of television programs having program attributes;</u>

<u>a memory coupled to the receiver for storing the plurality of advertisements;</u>

<u>a controller coupled to the receiver and the memory that is adapted to store program attributes associated with ones of the plurality of the received television programs selected by a user in a selection history table, wherein the controller is further adapted to calculate a similarity score for each of the received plurality of advertisements based on a correlation between the program attributes in the selection history table and the advertisement attributes of each of the plurality of advertisements received,</u> wherein each of the plurality of advertisements stored in the memory has a predetermined lifetime which identifies a time for the controller to discard the advertisement from the memory and wherein the controller is further adapted to retain beyond the predetermined lifetime those of the plurality of advertisements that have a similarity score higher than a cutoff similarity score<u>; and</u>

<u>a display screen for displaying in the program guide a set of the plurality of advertisements based on the similarity scores.</u>

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